

# NCC Cable System Order

11702456

Order #	62336818
Syscode	7838
System Name	Spectrum/Madison Interconnect, WI
Market	Madison
AE	Andrew Volles
Sales Coordinator	Luke Priddy
Office	Washington
Phone	(301) 951-2620
Status	Not accepted
Survey	Jul16 C-DMA Nielsen Live+7
-	

Flight Dates	09/19/16 - 10/02/16
Agency	Medium Buying LLC
Advertiser	Ron Johnson for US Senate
Client Code	
Product Code	
Est Code	NA
Product Name	
Credit Status	
Primary Demo	Adults 35+
Makegood Policy	Approval Required

Update Date	09/28/16
Version	4 Vs. 3
Show All Lines	
Total # of Weeks	2
Total	\$13,430.00
Commission	\$2,014.50
Net Total	\$11,415.50
Total Spots	144
Affiliate Split	100.0
Sold On	Cost Per Spot
GRP	GIMP
CPP	CPM

Comments : R11: 9.28 MG to 62341257. Dropped 3 spots. -\$377 change. Please review and confirm. Thanks!

Line	Net	Program	Start Date	Stop Date	Start Time	Stop Time	M	T	W	T	F	S	S	RTG	IMP	Total Spots	Unit Cost	Total Cost	Spot Len	Line Comment
1	AEN	AEN PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	6	\$115.00	\$690.00	30	
2	AEN	AEN PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$115.00	\$230.00	30	
3	BTN	Wake Forest @ Indiana	9/19/16	9/25/16	14:30	17:30					X			-	-	0	\$175.00	\$0.00	30	R11-1X: BTN FB
4	BTN	Nebraska @ Northwestern	9/19/16	9/25/16	18:30	21:30					X			-	-	1	\$175.00	\$175.00	30	BTN FB
5	CNBC	CNBC EM	9/19/16	9/25/16	05:00	09:00			X	X	X	X	X	-	-	4	\$43.00	\$172.00	30	
6	CNBC	CNBC EM	9/26/16	10/2/16	05:00	09:00	X	X						-	-	2	\$43.00	\$86.00	30	
7	CNBC	CNBC PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	4	\$57.00	\$228.00	30	
8	CNBC	CNBC PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$57.00	\$114.00	30	
9	CNN	CNN EM	9/19/16	9/25/16	05:00	09:00			X	X	X	X	X	-	-	6	\$86.00	\$516.00	30	
10	CNN	CNN EM	9/26/16	10/2/16	05:00	09:00	X	X						-	-	2	\$86.00	\$172.00	30	
11	CNN	CNN PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	4	\$115.00	\$460.00	30	
12	CNN	CNN PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$115.00	\$230.00	30	
13	DISC	DISC PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	6	\$115.00	\$690.00	30	
14	DISC	DISC PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$115.00	\$230.00	30	
15	ESP2	ESP2 EM	9/19/16	9/25/16	05:00	09:00			X	X	X	X	X	-	-	4	\$56.00	\$224.00	30	
16	ESP2	ESP2 EM	9/26/16	10/2/16	05:00	09:00	X	X						-	-	2	\$56.00	\$112.00	30	
17	ESP2	Iowa @ Rutgers	9/19/16	9/25/16	11:00	14:00					X			-	-	1	\$175.00	\$175.00	30	NCAA FB
18	ESP2	California @ Arizona State	9/19/16	9/25/16	21:00	24:00					X			-	-	1	\$175.00	\$175.00	30	NCAA FB
19	ESP2	ESP2 PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	4	\$73.00	\$292.00	30	
20	ESP2	ESP2 PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$73.00	\$146.00	30	
21	ESPN	ESPN EM	9/19/16	9/25/16	05:00	09:00			X	X	X	X	X	-	-	4	\$86.00	\$344.00	30	

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Credit Status	
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22	ESPN	ESPN EM	9/26/16	10/2/16	05:00	09:00	X	X						-	-	2	\$86.00	\$172.00	30	
23	ESPN	Georgia @ Ole Miss	9/19/16	9/25/16	11:00	14:00						X		-	-	1	\$175.00	\$175.00	30	NCAA FB
24	ESPN	LSU @ Auburn	9/19/16	9/25/16	17:00	20:00						X		-	-	1	\$175.00	\$175.00	30	NCAA FB
25	ESPN	ESPN PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	3	\$115.00	\$345.00	30	R11-1x
26	ESPN	ESPN PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$115.00	\$230.00	30	
27	FXNC	FXNC EM	9/19/16	9/25/16	05:00	09:00			X	X	X	X	X	-	-	6	\$86.00	\$516.00	30	
28	FXNC	FXNC EM	9/26/16	10/2/16	05:00	09:00	X	X						-	-	2	\$86.00	\$172.00	30	
29	FXNC	FXNC PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	6	\$115.00	\$690.00	30	
30	FXNC	FXNC PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$115.00	\$230.00	30	
31	HALL	HALL EF	9/19/16	9/25/16	16:00	19:00			X	X	X	X	X	-	-	4	\$47.00	\$188.00	30	
32	HALL	HALL EF	9/26/16	10/2/16	16:00	19:00	X	X						-	-	2	\$47.00	\$94.00	30	
33	HALL	HALL PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	4	\$59.00	\$236.00	30	
34	HALL	HALL PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$59.00	\$118.00	30	
35	HGTV	HGTV PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	6	\$108.00	\$648.00	30	
36	HGTV	HGTV PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$108.00	\$216.00	30	
37	LIF	LIF PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	6	\$93.00	\$558.00	30	
38	LIF	LIF PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$93.00	\$186.00	30	
39	MNBC	MNBC EM	9/19/16	9/25/16	05:00	09:00			X	X	X	X	X	-	-	4	\$66.00	\$264.00	30	
40	MNBC	MNBC EM	9/26/16	10/2/16	05:00	09:00	X	X						-	-	2	\$66.00	\$132.00	30	
41	MNBC	MNBC PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	3	\$87.00	\$261.00	30	R11-1x
42	MNBC	MNBC PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$87.00	\$174.00	30	



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				GRP	-
				CPP	-

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43	TLC	TLC PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	6	\$93.00	\$558.00	30	
44	TLC	TLC PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$93.00	\$186.00	30	
45	USA	USA PT	9/19/16	9/25/16	19:00	24:00			X	X	X	X	X	-	-	6	\$115.00	\$690.00	30	
46	USA	USA PT	9/26/16	10/2/16	19:00	24:00	X	X						-	-	2	\$115.00	\$230.00	30	
47	BTN	Wake Forest @ Indiana	9/19/16	9/25/16	14:30	17:30						X		-	-	1	\$175.00	\$175.00	30	R3+1x: BTN FB
48	BTN	Nebraska @ Northwestern	9/19/16	9/25/16	18:30	21:30						X		-	-	1	\$175.00	\$175.00	30	R3+1x: BTN FB
49	ESP2	Iowa @ Rutgers	9/19/16	9/25/16	11:00	14:00						X		-	-	1	\$175.00	\$175.00	30	R6+1x: CFB
Sep 2016   Oct 2016   Nov 2016   Dec 2016   Jan 2017   Feb 2017   Mar 2017   Apr 2017   May 2017   Jun 2017   Jul 2017   Aug 2017   Total																				
SPOTS		104	40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	144
AMT		\$9,970.00	\$3,460.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$13,430.00

SYSTEM APP: \_\_\_\_\_ SALES \_\_\_\_\_ ACCT \_\_\_\_\_ Date Printed 09/28/16

62336818 | Madison | Spectrum/Madison Interconnect, WI | 7838 |